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IN THE CLAIMS

1. (Currently amended) A data receiving apparatus for receiving data ~~transmitted sent~~ via a broadcast wave or an electric communication line, comprising:

a receiving unit for receiving said data;

a storage unit for storing received data; and

a processing unit for securing ~~in said storage unit~~ an exclusive memory area exclusively usable by a provider or a sender of said data in said storage unit.

2. (Currently amended) [[The]] A data receiving apparatus according to claim 1, wherein said storage unit has a user memory area for storing received data in accordance with an instruction from a user of said data receiving apparatus.

3. (Currently amended) [[The]] A data receiving apparatus according to claim 2, wherein said processing unit displays on a display unit at least one of an entire memory capacity, an entire storage time duration, an unused memory capacity, a remaining storage time duration, a used memory capacity and a memory-used time duration of said user memory area.

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4. (Currently amended) [[The]] A data receiving apparatus according to claim 1, wherein said processing unit ~~transmits~~ sends an entire memory capacity or an entire storage time duration onto an electric communication line in accordance with a predetermined schedule, upon reception of a request over said electric communication line or upon detection of occurrence of a damage of said exclusive memory area.

5. (Currently amended) [[The]] A data receiving apparatus according to claim 1, wherein based on an identifier added to received data, said processing unit determines if said received data is data to be stored in said exclusive memory area.

6. (Currently amended) [[The]] A data receiving apparatus according to claim 1, wherein said storage unit has a plurality of exclusive memory areas physically or logically separated from one another in association with a plurality of providers or senders.

7-45. (Canceled).

46. (Currently amended) A data receiving apparatus for receiving data ~~transmitted~~ sent via a broadcast wave or an

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electric communication line, comprising:

a receiving unit for receiving said data;
a storage unit for storing received data; and
a processing unit for securing ~~in said storage unit a~~
~~priority memory area a priority memory area~~ which is usable by
priority by a provider or a sender of said data with respect
to a user of said data receiving apparatus in said storage
unit.

47. (Original) A service center apparatus for managing
a data receiving apparatus via an electric communication line,
comprising:

means for communicating with said data receiving
apparatus; and

means for determining if a priority memory area usable by
priority by a data provider or a data sender with respect to a
user of said data receiving apparatus has been secured in a
storage unit of said data receiving apparatus.

48. (New) A data receiving apparatus according to Claim
1, wherein said storage unit has a plurality of memory areas
logically or physically separated from one another, wherein at
least one of said plurality of memory areas is restricted

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memory area subjected to restriction of at least one of writing, reading, alteration and deletion of said data based on an instruction from a user of said data receiving apparatus.

49. (New) A data receiving apparatus according to Claim 48, wherein those memory areas which are other than said restricted memory area store main data about a broadcast program; and

 said restricted memory area stores sub data about a commercial, commodity sales, service providing offer, commodity or service catalog.

50. (New) A data receiving apparatus according to Claim 49, wherein said processing unit changes sub data included in said main data to said sub data stored in said restricted memory area and displaying said main data containing said changed sub data on a display unit.

51. (New) A data receiving apparatus according to Claim 50, wherein said processing unit changes sub data included in

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said main data to said sub data stored in said restricted memory area when making a decision that an expiration period of said sub data included in said main data has passed.

52. (New) A data receiving apparatus according to Claim 50, wherein said processing unit changes sub data included in said main data to said sub data stored in said restricted memory area in accordance with a priority order predetermined for said sub data stored in said restricted memory area.

53. (New) A data receiving apparatus according to Claim 49, wherein said processing unit inserts said sub data in said main data and displaying that sub data inserted main data on a display unit.

54. (New) A data receiving method of receiving data sent via a broadcast wave or an electric communication line, comprising the steps of:

securing an exclusive memory area exclusively usable by a provider or a sender of said data in a storage area; and

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storing received data in said exclusive memory area when said received data is what is desired by said provider or sender to be stored in said exclusive memory area.

55. (New) A data receiving method according to Claim 54, further comprising the step of storing said data in different memory areas among a plurality of memory area in a storage unit, which are logically or physically separated from one another, in accordance with an identifier added to said received data.

56. (New) A service center apparatus for managing a data receiving apparatus via an electric communication line, comprising:

means for communicating with said data receiving apparatus, and

means for determining if an exclusive memory area exclusively usable by a provider or a sender of said data has been secured in a storage unit of said data receiving apparatus.

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57. (New) A data receiving apparatus managing method of managing a data receiving apparatus via an electric communication line, comprising the steps of:

determining if an exclusive memory area exclusively usable by a provider or a sender of said data has been secured in a storage unit of said data receiving apparatus.

58. (New) A data receiving apparatus managing method to Claim 57, further comprising the step of determining at least one of an entire memory capacity and an entire storage time duration of said exclusive memory area.